



<https://oceantrends.com.ng/job/digital-marketer/>

Digital Marketer

Description

We require a creative individual, articulate, who will craft a positive image for the Company via content displayed through our digital platforms.

Responsibilities

Responsibilities include but are not limited to:

- Place calls, emails and visit potential clients to source for opportunities
- Administer, monitor and create (messaging and advertising) content across social media channels.
- Integrate content programs with brand and social campaigns as well as identify and develop audience-specific content.
- Create a regular publishing schedule and promote content through social advertising.
- Oversee Facebook Ads Manager, YouTube Ads Manager, Google Ads Manager, LinkedIn Ads Manager to ensure that traffic is consistent.
- Oversee the creation, optimization, and refreshing of all ads as needed.
- Track content marketing initiatives with a focus on traffic, engagement, and lead generation.
- Integrate all channels of marketing (physical marketing, social media, content marketing, email, and digital marketing)
- . • Working collaboratively with other departments to ensure campaigns achieve company goals.
- Perform other related duties as assigned.

Contacts

info@oceantrends.com.ng

Hiring organization

Ocean Trends Digital

Employment Type

Full-time

Industry

IT/Telecoms

Job Location

Remote work from: Lagos State

Working Hours

9AM – 5PM

Base Salary

₦ 50000 - ₦ 70000

Date posted

September 5, 2021